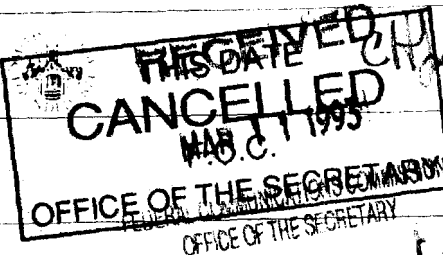


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Comments on Notice of Inquiry, PP Docket No. 93-21

Page 6. In addition, to measuring migration by the number of games telecast via the various mediums, it is important to ascertain the viewership (ratings) of the various telecast forms. The interest, after all, in migration is consumer welfare and to assess this it is necessary to gauge consumption. Since expanding markets and new technology would have likely led to an increase in the number of off-air broadcasts in the absence of subscription television, the appropriate measurement of migration is between the projected number of telecasts and number of viewers in the absence of subscription television and the actual number in its presence.

Page 9. ESPN has not foresworn interest in a new contract with Major League Baseball. All they have said is that they do not wish to extend the present contract terms into 1994.

It is also imperative to keep in mind that once migrated viewership can be limited by three forces: (1) price; (2) decision by a cable company not to carry the station showing a sports event (e.g., NYC, Cablevision and MSG a few years ago after MSG beat out Sportschannel for the Yankees' contract); and (3) league restrictive practices (e.g., when Yankee games are transferred from superstation WPIX to MSG a fan in New England with access to cable loses access to Yankee games because except in southern Connecticut cable companies in New England are not allowed to carry MSG.)

Page 11. It is my understanding that superstations already receive some money, albeit modest, from the Copyright Royalty Tribunal.

Page 12, point 25. Some interesting econometric tests could be done here. It is important to assemble all the relevant data. I would be happy to help out.

footnote 28. The Holmes' decision really is based on two points. The one mentioned and the judgment that baseball is a service, not manufacturing, activity.

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Page 13. You might want to also inquire into the impact of the merger of Prime Network and Sportschannel, and into the desirability of sports' leagues doing their own programming. I think, especially in the case of baseball, there is a compelling case to be made for central programming of telecasting.

Other than the above, I think the notice is right on target.

  
Andrew Zimbalist

Robert A. Woods Professor of Economics

## Biographical Information about Andrew Zimbalist

Andrew Zimbalist received his B.A. from the University of Wisconsin, Madison in 1969 and his M.A. and Ph.D. from Harvard University in 1972 and 1974 respectively. He has been in the Economics Department at Smith College since 1974 and has been a visiting professor at Doshisha University in Kyoto (1985), Japan and a visiting research fellow at Harvard University (1980). He presently is the Robert A. Woods professor of economics at Smith College and a member of the Five College Graduate Faculty.

Dr. Zimbalist is editor of a book series on "The Political Economy of Development in Latin America" for Westview Press. He is a member of the Association for Comparative Economic Studies, American Economics Association, Latin American Scholars Association, New England Council of Latin American Studies and the Society for American Baseball Research. He chairs the Latin American Scholars' Association's Task Force on Scholarly Relations with Cuba. Dr. Zimbalist has consulted in Latin America for the United Nations Development Program and the U.S. Agency for International Development. More recently, he has consulted for the nine-part documentary on baseball in America being prepared by Florentine Films and Ken Burns. He has also served as a consultant to Attorney Robert J. Pearl in the litigation of Mrs. Billy Martin, involving an estimation of managerial contribution to the revenues of a baseball franchise and to Weil, Gotshal & Manges in the litigation of the NFL Players' Association, involving an analysis of the effect of free agency on league competitive balance. He testified before the U.S. Senate Judiciary Committee in December 1992 in hearings on baseball's antitrust exemption and before the N.Y. State Senate on public policy toward minor league baseball in February 1993.

Dr. Zimbalist has published ten books and several dozen articles primarily in the areas of comparative economic systems and economic development. The second edition of his co-authored textbook Comparing Economic Systems was published by Harcourt, Brace and Javonovich in February 1989 and his The Cuban Economy: Measurement and Analysis of Socialist Performance (with Swedish economist, Claes Brundenius) was published by Johns Hopkins University Press in November 1989. His most recent article on Cuba "Teetering on the Brink: Cuba's Post-CMEA Economic and Political Crisis" was published in The Journal of Latin American Studies in May 1992. His book Panama at the Crossroads: Economic and Political Development in the Twentieth Century (with Professor John Weeks of the University of London) was published in June 1991 by the University of California Press. His article on pay and performance in major league baseball was published by the Brookings Institution in Diamonds Are Forever: The Economics of Professional Baseball in March 1992. In September 1992 Dr. Zimbalist published Baseball and Billions: A Probing Look Inside the Big Business of Our National Pastime, with Basic Books, a subsidiary of Harper Collins. He has appeared on numerous national radio and television talk shows discussing both international economics and the economics of sports.

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